



April 2021

## Distracted Driving Traffic Safety Newsletter

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### "Be Alert and Arrive Alive" - OHS's New Distracted Driving Campaign Launches During National Distracted Driving Awareness Month

DOHS has launched the new "Be Alert and Arrive Alive" campaign focused on motivating Delawareans to stop activities behind the wheel that contribute to one of the leading causes of crashes in the state.

According to the most recent data available from the National Highway Transportation Safety Administration (NHTSA), distracted driving resulted in 3,142 fatalities nationwide in 2019, a ten percent increase from 2018 indicating that distracted driving is a growing traffic safety problem.

2020 Distracted Driving Delaware Statistics\*

April 1 - 30, 2021

National Distracted Driving Awareness Month & Enforcement



Distracted driving has become a deadly epidemic on our roads. While drivers texting behind the wheel top what seems like an endless list of distractions, other risky actions include talking — whether it be on the phone or to others in the car, setting your navigation, adjusting what you're listening to, drinking coffee, applying makeup, and more. By driving distracted, you're robbing yourself of seconds that you may need to avoid a close call or deadly crash.

### National Safety Council

*Everything You Need for Distracted Driving Awareness Month*



The National Safety Council developed resources to create or

- 37% of drivers involved in distracted driving crashes were between the ages of 20 and 29, with 63% of those being males.
- 43% of distracted driving crashes resulted in injuries; 12 distracted-driving-related deaths occurred resulting in 11% of the overall fatalities for 2020.
- Distracted driving crashes occurred most often between the hours of 2 p.m. and 5 p.m. with Saturday having the highest number of crashes.
- It takes your brain 13 seconds before it refocuses on the road after looking at a cellphone.
- If a person takes their eyes off the road for just 5 seconds while driving at just 30 mph, the vehicle will travel approximately 75 yards in an unsafe “distracted” situation.

\*Please note, there are pending investigations for 2020 and these are not final statistics for 2020. They are generated from the most recent data available at the time of this publication.

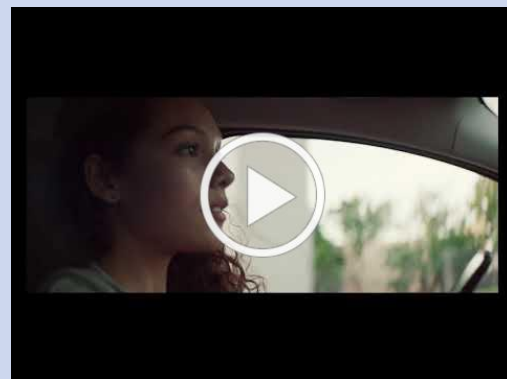
[Read Full Press Release Here](#)

enhance a distracted driving program in your area to engage your workforce, share safe driving messages, and help keep your roadways and people safer.

[Download and review these free materials here.](#)

Have you seen our latest Distracted Driving PSA on TV? DOHS has several video PSA's available for use on YouTube like the one seen below.

Check out the **Arrive Alive DE YouTube Distracted Driving Playlist** for more videos in both English and Spanish. Share them with your employees, and social networks. Tag us online at @HighwaySafetyDE on social media platforms!



## **Are you a Delaware Employer Looking to Maximize Distracted Driving Awareness Amongst Your Employees?**

Download and distribute a copy of the free resources from the links below (in English and Spanish) to aid you and your company in your distracted driving awareness goals. If you need more resources like this, please contact our office.

[Download Sample Employer Distracted Driving Policy/Memo \(English\)](#)

[Download Sample Employer Press Release \(English\)](#)

[Download Sample Employer Distracted Driving Policy/Memo \(Spanish\)](#)

[Download Sample Employer Press Release \(Spanish\)](#)

## 5-Second Rule Distracted Driving Tool



Click Here to Test Your Distracted Driving Knowledge with the 5-Second Rule Tool on ArriveAliveDE.com!

### Traffic Safety Spotlight

"Distracted driving is impaired driving. At Delaware Safety Council and SmartDrive, we look at distracted driving as one of the 4 D's of Impaired driving along with drunk, drugged, and drowsy driving. The impairing effects of distracted driving are every bit as dangerous as any of the others. Texting is the best example of that today.



The National Highway Traffic Safety Administration reports that driving a vehicle while texting is six times more dangerous than intoxicated driving. However, anything that distracts you from 100% concentration on your driving task for even a few seconds can have disastrous results. The opportunities for cognitive, visual, and manual distractions are constantly around us when we drive. Please, don't take any of those opportunities. Be alert, be focused, be a Smart Driver, and arrive alive!"

*Pete Booker, Executive Director, Delaware Safety Council*

### Updates

Reminder: *The monthly mailing of posters and flyers is currently suspended due to COVID-19. If you or your organization has a specific request, please contact our office.*

*Be on the lookout for upcoming campaigns!*  
May 2021 – Click It Or Ticket

*Please continue to share our safety messaging on your social media platforms and email us with updated information about your organization. Find us on Facebook, Twitter, Snapchat, and Instagram at @HighwaySafetyDE. Thank you!*



**Here's the before.**

**Now see the after.**

[Watch Here >](#)



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